

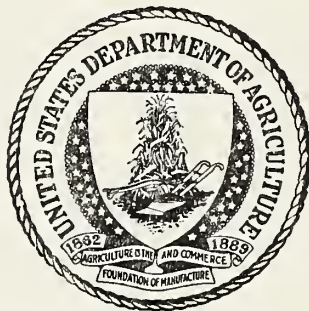
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EXTENSION SERVICE PROPOSALS FOR CONSIDERATION  
OF THE  
SHEEP AND WOOL RESEARCH AND MARKETING ADVISORY COMMITTEE

EDUCATION

FES

Increasing the Efficiency of Marketing Sheep

Expand the program directed at increasing the efficiency of marketing sheep. This will include bringing about the more orderly movement of sheep and lambs through market channels, assisting in the establishment and efficient operation of lamb pools, reducing losses from bruising and shrinkage that takes place in loading, in transit, in yards and in packing houses, and establishing more efficient market facilities and methods of operation.

Correlation of Live and Carcass Grades

Expand and intensify the educational program to bring about a greater understanding and correlation of live and carcass grades through demonstrations and other educational means that will show the correlation of these grades.

Improving the Preparation of Wool for Market

Expand the program to improve the preparation of wool for market with special emphasis on care in shearing, preparation of fleeces, and segregation on a quality basis.

Increasing the Efficiency of Assembling and Marketing of Wool

Expand and further develop educational work on grades and their application to improved marketing practices, and on the establishment and efficient operation of wool pools.

Disseminating and Interpreting Market and Outlook Information

Expand the program for disseminating market and outlook information and assisting in its interpretation as a guide to adjusting production and marketing of sheep and wool to anticipated demand. This will include information on the current and prospective demand and supply and other market information relating to the sheep and wool situation and educational work in connection with the Wool Act.

Marketing Information for Consumers

Expand the dissemination of marketing information to consumers on lamb and mutton. Such information would be directed toward assisting consumers in obtaining greater satisfaction from their lamb and mutton purchases by providing more information on availability, quality, selection for alternative uses and care.



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